**Call to Action Page Content**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Headline:** Inclusion of attention-grabbing tagline.

BREAK THE SILENCE (Anton, #ba4948, center)

**Hashtag**: Inclusion of a hashtag to encourage users to use it on various soc med platforms.

#TakipMata (Anton, #ffe8e2, center)

**About the Hashtag**: Texts explaining the purpose of the hashtag and what it is all about.

#TakipMata is a hashtag inspired from the Takip-Mata advocacy campaign itself.

(Montserrat, #40393a, justify)

“Takip” refers to the usual statement people tell sexual harassment victims. (Montserrat, #40393a, justify)

“Mata” refers to the eye that perceives the woman, be it society or the harassers themselves. (Montserrat, #40393a, justify)

**Encourage Users**: Texts encouraging users to join the initiative.

BE PART OF OUR GROWING FAMILY! (Anton, #ba4948, center)

register by signing up in takip (#ba4948) -mata's (#cb9190) website (Courgette, #40393a, center)

connect with our community by following our socials (Courgette, #40393a, center)

receive news and updates from our community (Courgette, #40393a, center)